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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

VICTOR A. OVADIA

Serial No. 08/414,281

Filed March 31, 1995

SYSTEM AND METHOD FOR  
PRODUCT EXTENSION

Honorable Commissioner of Patents  
and Trademarks  
Washington, DC 20231

Sir:

GROUP 2505

Group Art Unit 2505

July 12, 1995



INFORMATION DISCLOSURE STATEMENT

Applicant wishes to make the following patents of record in accordance with 37 CFR 1.97.

Johnsen et al, U. S. Patent No. 4,791,281 discloses a system wherein each of the coupons, 10, contains a plurality of codes which are decoded by a decoding machine and compares the information on each coupon with like information stored in the merchant's computer system. Thus, each discount must be claimed by producing the individual coupon assigned for the product for which the discount is sought. This is in contrast with the present invention where a single code imprinted upon a single distribution medium identifies discounts for an entire line of products.

Tai, U. S. Patent No. 4,908,761 discloses providing potential consumers with a plurality of coupons and at least one, and preferably several, customer activated encoding devices, each

of which must be attached to the coupon which is redeemed by the customer.

Ono et al, U. S. Patent No. 5,013,896 discloses a check-out system for items in a supermarket or like business without the need of a cashier or like clerk.

Humble, U. S. Patent No. 4,949,256 discloses a system drawn to a coupon validation network for automatically processing product coupons which are presented for redemption by customers. The system in one embodiment provides each customer with an identification card having a magnetic strip or the like which identifies the customer and provides access to the customer's coupon account. Coupons are nevertheless required to be fed into a coupon reader for adding corresponding coupon credits to the customer's coupon account.

Nichtberger et al, U. S. Patent No. 4,882,675 provides cents off merchandise coupons which are distributed and redeemed electronically. An electronic display of coupons valid for use in a particular store is presented in the store to the consumer. The consumer makes a selection of coupons from the display and the selection is recorded. The consumer is subsequently identified at a checkout station as the one who has made the selection. Identification may be made by scanning a special card adapted for use with this system, but the special card identifying the customer must be applied for and processed by the merchant before it is used.

May, U. S. Patent No. 4,839,507, discloses a method and machine for verifying or validating coupons wherein a dispensing machine is provided and has an inlet into which coupons are inserted and an outlet through which a predetermined number or amounts of coin can be dispensed.

Pusic, U. S. Patent No. 5,065,000 discloses a system which includes an automatic electronically controlled postage meter which receives a magnetic IC card provided in order to allow for payment by debits, credit or IC card in addition to payment by cash or check.

Sloan et al, U. S. Patent No. 5,146,067 discloses a system and method for dispensing utilities using magnetic striped cards whereby a value message is written onto a mag-stripe card and contains information relating to the amount of utilities purchased by the consumer, the utility rates and identification number, etc.

Pfeiffer et al, U. S. Patent No. 5,198,644 discloses a price display whereby LCD displays are attached to store shelves and each includes a receiver which receives a transmitted signal broadcasting prices related to the items sold.

REMARKS

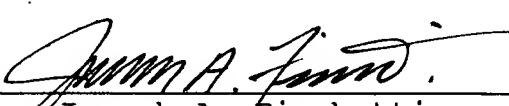
Applicant has by the foregoing complied with the requirements of 37 CFR 1.97 and has listed the above patents of this information disclosure statement on the accompanying PTO 1449 Form.

Applicant has filed this information disclosure statement prior to the issuance of any action in this case, and therefore no fee is deemed necessary. However, please charge our deposit account No. 03-3355 any fee necessitated by the filing of this Information Disclosure Statement.

Respectfully,

VICTOR A. OVADIA

By



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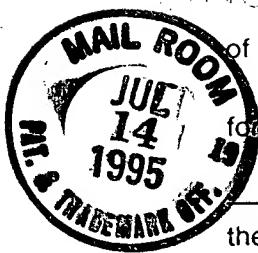
OVVA-2

RECEIVED

AUG 1 1995 IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent application

Docket No: OVVA-2



of Victor A. Ovadia

(inventor(s))

for SYSTEM AND METHOD FOR PRODUCT EXTENSION  
(title of invention)

the specification of which is being transmitted herewith

OR

In re application of:

Serial No.: 08 / 414,281

Group No.: 2505

Filed: 3-31-95

Examiner:

For: SYSTEM AND METHOD FOR PRODUCT EXTENSION

2505

24  
8/9/95  
DBR

Commissioner of Patents and Trademarks  
Washington, D.C. 20231

## INFORMATION DISCLOSURE STATEMENT

NOTE: "Each individual associated with the filing and prosecution of a patent application has a duty of candor and good faith in dealing with the Office, which includes a duty to disclose to the Office all information known to that individual to be material to patentability as defined in this section." 37 CFR 1.56(a).

"Individuals associated with the filing or prosecution of a patent application within the meaning of this section  
Group  
are  
(1) each inventor named in the application;

(2) each attorney or agent who prepares or prosecutes the application; and

(3) every other person who is substantively involved in the preparation or prosecution of the application and who is associated with the inventor, with the assignee or with anyone to whom there is an obligation to assign the application." 37 CFR 1.56(c).

NOTE: The "duty as described in § 1.56 will be met so long as the information in question was cited by the Office or submitted to the Office in the manner prescribed by §§ 1.97(b) - (d) and 1.98 before issuance of the patent." Notice of January 9, 1992, 1135 O.G. 13 -25 at 17.

## CERTIFICATE OF MAILING

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited on the date shown below with the United States Postal Service in an envelope addressed to the Commissioner of Patents and Trademarks, Washington, D.C. 20231.

(check and complete appropriate item):

37 CFR 1.8(a)  
with sufficient postage  
as first class mail

or

37 CFR 1.10  
as "Express Mail Post Office  
to Addressee" Mailing Label  
No. \_\_\_\_\_

Date July 12, 1995

Joanne R. Frazier

(Type or print name of person mailing paper)

(Signature of person mailing paper)  
(Information Disclosure Statement [6-1] page 2 of 2)



**List of Sections Forming Part of This Information Disclosure Statement.**

The following sections are being submitted for this Information Disclosure Statement:

*(check sections forming a part of this statement: discard unused sections and number pages consecutively)*

1.  Preliminary Statements
2.  FORM PTO - 1449 (Modified)
3.  Statement As To Information Not Found in Patents or Publications
4.  Identification of Prior Application In Which Listed Information Was Already Cited and For Which No Copies Are Submitted Or Need Be Submitted
5.  Cumulative Patents or Publications
6.  Copies of Listed Information Items Accompanying This Statement
7.  Concise Explanation of Non-English Language Listed Information Items
8.  Translation(s) of Non-English Language Documents
9.  Concise Explanation of English Language Listed Information Items (Optional)
10.  Identification of Person(s) Making This Information Disclosure Statement

*(complete the following, if appropriate)*

Sections \_\_\_\_\_, respectively, have been continued on ADDED PAGE(S).

*NOTE: "Once the minimum requirements are met, the examiner has an obligation to consider the information." Notice of April 20, 1992 (1138 O.G. 37-41, 37).*



**Section 10. Identification of Person(s) Making THIS INFORMATION  
DISCLOSURE STATEMENT**

The person making this statement is

(check each applicable item (a) and (b))

(a)  the inventor(s) who signs below

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SIGNATURE OF INVENTOR

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Type name of inventor who is signing

(b)  the attorney who signs below on the basis of the information:

(check each applicable item)

supplied by the inventor(s)  
 supplied by an individual associated with the filing and prosecution of this application (37 CFR 1.56(c)).  
 in the attorney's file

Reg. No.: 32,656

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SIGNATURE OF ATTORNEY  
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